

- √ Developing Marketing/New Business Strategies
- √ Solving Business Management Dilemmas
- √ Facilitating Goal and Time-Oriented Decision-Making
- √ Creating Powerful Persuasive Presentations
- √ Strengthening Professional Panache

April 4, 1998

The Honorable John M. McHugh
Chair, Subcommittee on Postal Service
B-349C Rayburn House Office Building
Washington, DC 20515

Dear Mr. McHugh:

As you discuss H.R. 22 with your colleagues, I wish you would consider it from the view that the mandate of US Postal Service should be the timely collection and distribution of mail to its clients, the residents and businesses which form the country. Anything which impedes that mandate should not be undertaken by the US Postal Service.

My business and my residence are in Newtown, PA. Newtown has had tremendous growth in the past twenty years. I am told that the "new" postmaster (appointed several years ago) was astute to recognize the inadequacy of the "old" borough-centered post office, and was successful in remedying that situation, which culminated in a large structure. That structure was built at a time when it was possible to take advantage of many newly-developed types of equipment, which should have led to efficient distribution of the mail in the area.

It has not.

Mail I am expecting reaches me days after I anticipate receiving it. Example: one week ago today, colleagues in Langhorne, Pa., the adjacent postal area, received copies of our local chamber of commerce monthly newsletter. Mine arrived yesterday. Example: Monthly invoices from suppliers regularly reach my mail box days later than they should.

I believe that anything which diverts employees of the US Postal Service from tasks necessary to the collection and distribution of mail should not be a function of the US Postal Service.

The Honorable John M. McHugh
April 4, 1998
Page 2

As you know, the US Postal Service currently sells non-postal products. That diverts their employees from tasks associated with collection and distribution of mail.

As you know, the US Postal Service currently advertises heavily in print and in the electronic media to promote many of their services. I believe their money is wasted on anything or anyone who is involved in the advertising process.

Currently I am the recipient of regular gifts from the US Postal Service: what appear to be very expensive printed materials extolling the virtues of direct mail as a marketing tool. Those materials are simply "inspirational" stories about companies who utilize direct mail. There is nothing that is helpful in terms of what-to-do and how-to-do-it; nothing about the nuts and bolts of effective preparation and utilization of direct mail. If I, as the owner of a small business, wasted proportionate money on similar nonsense, I would soon be out of business. If large corporations wasted proportionate money on similar nonsense, their stockholders would be up in arms.

Provisions of H.R. 22, as they currently exist, are simply diversionary from the central situation: the US Postal Service should stop wasteful practices, such as providing non-postal services and such as advertising its services.

I understand the thrust of Reform is to eliminate wasteful practices. In this letter I point out two. I hope you, and other members of your committee, will take actions that properly focus on and eliminate the US Postal Service wasteful practices.

I wish you success in getting to the core of this situation. Please do not let others divert you from that specific task.

A handwritten signature in black ink, reading "Rita C. Sappenfield". The signature is fluid and cursive, with the first name "Rita" being the most prominent.

Rita Cummins Sappenfield
Business Consultant
cc: The Honorable James Greenwood